

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #509977

Mr. F. Stewart

H. FOURTUNIS DBA A-W

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Fred:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (**Note: This is not 'pre-sleeved' product.**) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: **June 29, 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT \$ Amount: **\$1,060.47**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51855 9762

-2-

\$1.00 Off 2-Pack Tear Tape
H. FORTUNIS DBA A-W

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

- 1 Carton: *Winston Box*
- 2 Cartons: *Winston Light Box*
- 1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (4 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162309

L. E. MacWilliams

Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51855 9763

5N55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 98-05-20
TIME: 10:20 AMWHOLESALE : 509977 HARRY FOURTONIS, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
TEMPLATE SEQ : 0915
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122206	122224	179404	PLEASANT BRIAR SVC	1168 PLEASANTVILL	BRIARCLIFF MNR	NY	10510	2				(914)762-8418
162309	162329	696105	DELTA MOTORS	35 SMADBELU AVENU	CARMEL	NY	10512	2				(914)228-1660
122206	122224	248288	AQUEDUCT RD., INC.	190 AQUEDUCT RD	WHITE PLAINS	NY	10606	2				(914)682-9404
162308	162329	130749	CHANNINGVILLE DELI	23 CHANNINGVILLE	WAPPINGERS FAL	NY	12590	2				(914)297-1232
162308	162329	562452	SIXTY SOUTH AVE. IN	DBA VILLAGE SERVI	WAPPINGERS FLS	NY	12590	2				(914)297-1414
162309	162330	179371	MINI MARKET	501 HIGHLAND AVE	PEEKSKILL	NY	10566	2				(914)737-2221
162309	162330	179408	DA ROSE CORNER STOR	102 ALBANY POST R	BUCHANAN	NY	10511	2				(214)739-5391
162309	162330	480979	BAISLEYS & MARAZINO	800 HUDSON AVE	PEEKSKILL	NY	10566	2	NYS			(914)737-1300

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 16

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 16

***** END OF REPORT FOR PROMOTION 800750 *****

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51855 9764

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTION

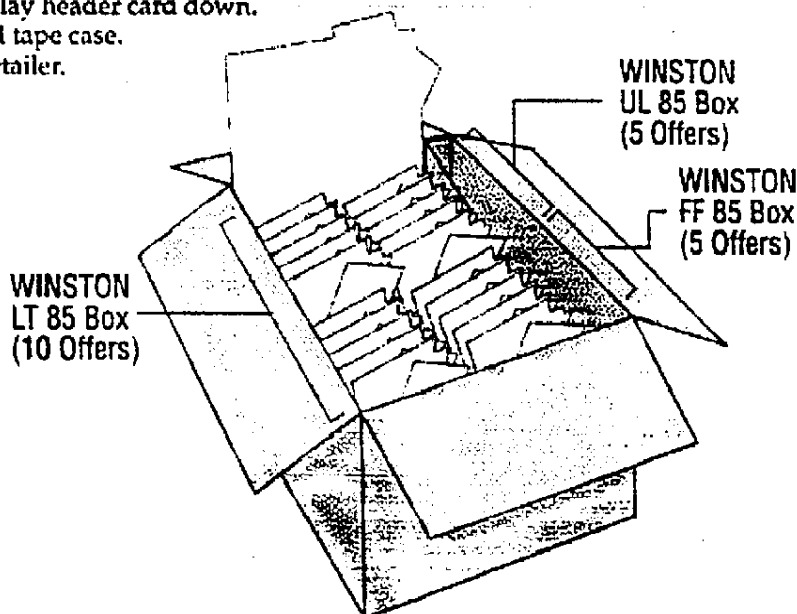
3RD QTR.'98

July Winston \$1 OFF 2 Packs

(Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. *(10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.*
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S 1 / 2 PKS

Brand Style	Box	LT Box	UL LT BOX			
Number of Cartons	1	2	1			

51855 9765

\$100 off with 2-pack purchase

Lose the additives

Save a buck

where you buy 2 packs:

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.

Lose the additives

Lose the additives:

Save a buck

Save a buck

When you buy 2 packs:

when you buy 2 packs.

No additives.